

Statewide Lodging Performance by County First Quarter 2011

County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2011	% Change	2011	% Change	2011	% Change	2011	% Change	2011	% Change
Apache	44.5%	3.9%	69.77	0.4%	31.05	4.3%	39,377	3.7%	88,470	0.0%
Cochise	58.5%	-0.1%	69.42	-0.3%	40.61	-0.3%	160,960	-0.4%	275,138	-0.4%
Coconino	44.0%	-3.3%	68.31	1.8%	30.04	-1.6%	409,782	-1.9%	931,770	1.8%
Gila	48.2%	0.4%	66.69	-1.4%	32.13	-1.0%	50,858	0.2%	105,570	0.0%
Graham	50.8%	60.5%	68.43	2.1%	34.77	63.7%	28,355	57.7%	55,800	-0.6%
Greenlee	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
La Paz	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
Maricopa	73.0%	7.8%	124.86	2.4%	91.17	10.3%	3,861,675	8.8%	5,288,814	1.4%
Mohave	58.1%	4.4%	59.50	0.9%	34.58	5.5%	223,849	5.4%	385,110	0.8%
Navajo	41.7%	1.7%	60.94	1.1%	25.39	2.7%	124,701	0.7%	299,342	-0.7%
Pima	65.1%	2.0%	103.91	-0.6%	67.63	1.4%	935,514	1.4%	1,437,390	-0.1%
Pinal	71.1%	17.8%	76.62	1.1%	54.49	19.3%	131,585	22.3%	185,040	3.9%
Santa Cruz	52.2%	1.1%	74.30	1.8%	38.76	2.9%	51,413	1.1%	98,550	0.0%
Yavapai	47.3%	4.0%	107.50	1.3%	50.82	5.4%	208,361	4.5%	440,774	0.4%
Yuma	70.8%	14.3%	72.22	-1.1%	51.12	13.0%	237,726	14.2%	335,899	0.0%

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available